

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
15 March 2001 (15.03.2001)

PCT

(10) International Publication Number
WO 01/19086 A3

(51) International Patent Classification⁷: H04N 5/445

Tulsa, OK 74136 (US). ELLIS, Michael, D.: 1300 Kingwood Place, Boulder, CO 80304 (US).

(21) International Application Number: PCT/US00/23623

(22) International Filing Date: 28 August 2000 (28.08.2000)

(74) Agents: **PIERRI, Margaret, A.** et al.; Fish & Neave, 1251 Avenue of the Americas, New York, NY 10020 (US).

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/153,274 10 September 1999 (10.09.1999) US
09/589,186 6 June 2000 (06.06.2000) US

(81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW.

(71) Applicant: **UNITED VIDEO PROPERTIES, INC.** [US/US]; 7140 South Lewis Avenue, Tulsa, OK 74136 (US).

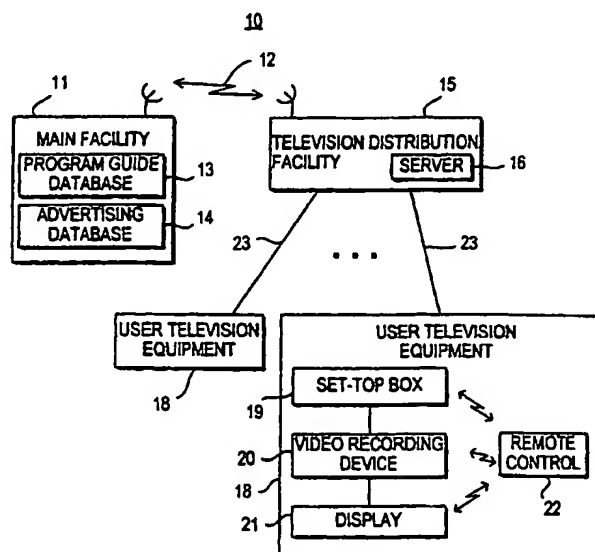
(84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

(72) Inventors: **MARTENS, Nick, L.**; 7220 S. Cherry Drive, Littleton, CO 80122 (US). **THOMAS, William, L.**; 11611 South 70th East Avenue, Bixby, OK 74008 (US). **KNEE, Robert, A.**; 747 Grissom Drive, Lansdale, PA 19446 (US). **MCKISSICK, Pamela, L.**; 6919 South Columbia Avenue,

Published:
— with international search report

[Continued on next page]

(54) Title: INTERACTIVE TELEVISION PROGRAM GUIDE WITH ADVERTISING ATTRACT MODE



(57) Abstract: An interactive television program guide system having advertisement regions where a sequence of linked advertisements are displayed. The advertisements in each sequence of linked advertisements all advertise the same program, product, or service. A sequence of linked advertisements may consist of attraction mode advertisements and information mode advertisements that are concerned with enticing and informing, respectively. A displayed advertisement changes to the next advertisement in the sequence of linked advertisements based on the movement of a highlight region among the program listings by a user. A display advertisement may also change after a specified period of user inactivity.



(88) Date of publication of the international search report:
13 September 2001

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.